WHAT IS CLAIMED IS:

1. A substantially dry, disposable, multilayered personal care article suitable for cleansing, said article comprising:

a) a water insoluble substrate comprising:

i) a batting layer comprising a composite material;

ii) a nonwoven layer which is disposed adjacent to said batting layer; and

b) a cleansing component disposed adjacent to said water insoluble substrate, wherein said component comprises from about 10% to about 1000%, by weight of the water insoluble substrate, of a lathering surfactant.

2. The article of Claim 1 wherein said batting layer comprises fibers having a cross section thickness of from about 0.5 microns to about 150 microns.

3. The article of Claim 1 wherein said batting layer comprises multicomponent fibers.

4. The article of Claim 3 wherein said multicomponent fibers are bicomponent fibers in a core sheath arrangement.

5. The article of Claim 1 wherein said batting layer composite material is selected from the group consisting of fibrous nonwovens, sponges, foams, reticulated foams, polymeric nets, scrims, vacuum-formed laminates, formed films, formed film composite material and combinations thereof.

6. The article of Claim 5 wherein said batting layer composite material is a formed film composite comprising at least one formed film and at least one nonwoven.

7. The article of Claim 1 wherein said batting layer composite material comprises two or more plies superimposed physically.

8. The article of Claim 7 wherein said two or more plies joined together continuously.

9. The article of Claim 1 wherein said batting composite material has a density between 0.00005 gm/cm^3 and 0.10 gm/cm^3.

10. The article of Claim 1 wherein said batting composite layer has a thickness of from about 0.04 to 2 inches.

11. The article of Claim 1 wherein said nonwoven layer comprises materials selected from the group consisting of cellulosic nonwovens, non-lofty nonwovens, formed films, non-lofty battings, foams, sponges, reticulated foams, vacuum-formed laminates, scrims, polymeric nets, and combinations thereof.

12. The article of Claim 1 wherein said nonwoven layer is apertured.

13. The article of claim 12 wherein said apertures have a diameter of from about 0.5 to about 5 mm.

14. The article of Claim 1 wherein said nonwoven layer comprises a composite material comprising additional layers.

15. The article of Claim 14 wherein said nonwoven layer composite material comprises formed films.

16. The article of Claim 1 wherein said batting layer and said nonwoven layer are bonded to form a single composite layer comprising a first side and a second side.

17. The article of Claim 16 wherein the bonding is selected from the group consisting of spot bonding, continuous joining, in a discontinuous pattern, bonding at the external edges, bonding at discrete loci or combinations thereof.

18. The article of Claim 16 wherein said first side and said second side having different textures.

19. The article of Claim 1 further comprising one or more additional layers wherein said layers are attached to said batting and said nonwoven layers.

20. The article of Claim 19 wherein said one or more additional layers having a thickness of at least one millimeter.

21. The article of Claim 1 wherein said cleansing component is disposed between said batting layer and said nonwoven layer of said water insoluble substrate.

22. The article of Claim 1 wherein said cleansing component is impregnated into and/or onto said batting layer and/or said nonwoven layer of said water insoluble substrate.

23. The article of Claim 1 wherein said lathering surfactant is selected from the group consisting of anionic lathering surfactants, cationic lathering surfactants, nonionic lathering surfactants, amphoteric lathering surfactants, and combinations thereof.

24. The article of Claim 23, said lathering surfactants are selected from the group consisting of anionic lathering surfactants selected from the group consisting of ammonium lauroyl sarcosinate, sodium trideceth sulfate, sodium lauroyl sarcosinate, ammonium laureth sulfate, sodium laureth sulfate, ammonium cocoyl isethionate, sodium cocoyl isethionate, sodium lauroyl isethionate, sodium cetyl sulfate, sodium monolauryl phospate, sodium cocoglyceryl ether sulfonate, sodium C_9-C_{22} soap, and combinations thereof; nonionic lathering surfactants selected from the group consisting of lauramine oxide, cocoamine oxide, decyl polyglucose, lauryl polyglucose, sucrose cocoate, C12-14 glucosamides, sucrose laurate, and combinations thereof; cationic lathering surfactants selected from the group consisting of fatty amines, di-fatty quaternary amines, tri-fatty quaternary amines, imidazolinium quaternary amines, and combinations thereof; amphoteric lathering surfactants selected from the group consisting of disodium lauroamphodiacetate, sodium lauroamphoacetate, cetyl dimethyl betaine, cocoamidopropyl betaine, cocoamidopropyl hydroxy sultaine, and combinations thereof.

25. A substantially dry, disposable, multilayered personal care article suitable for cleansing, said article comprising:

a) a water insoluble substrate comprising:
   i) a batting layer comprising a composite material comprising a nonwoven layer; and

b) a cleansing component disposed adjacent to said water insoluble substrate, wherein said component comprises from about 10% to about 1000%, by weight of the water insoluble substrate, of a lathering surfactant.

26. A method of cleansing the skin and hair which comprise the steps of:

a) wetting the article of Claim 1; and

b) contacting the skin or hair with the wetted article.

27. A substantially dry, disposable personal care article suitable for conditioning, said article comprising:

a) a water insoluble substrate comprising:

1) a batting layer comprising a composite material; and

2) a nonwoven layer which is disposed adjacent to said batting layer; and

b) a therapeutic benefit component, disposed adjacent to said water insoluble substrate, wherein said component comprises from about 10% to about 1000%, by weight of the water insoluble substrate, of a therapeutic benefit agent.

28. The article of Claim 27 wherein the therapeutic benefit agent is selected from the group consisting of hydrophobic conditioning agents, hydrophilic conditioning agents, structured conditioning agents, and combinations thereof.

29. The article of Claim 28 wherein said therapeutic benefit agent is in the form of an emulsion.

30. The article of Claim 29 wherein said emulsion is a water-in-oil emulsions.

31. The article of Claim 27 wherein said therapeutic benefit agent is in the form of a coacervate-forming composition.

32. A method of conditioning the skin and hair which comprise the steps of:

a) wetting the article of Claim 27; and

b) contacting the skin or hair with the wetted article.

33. A substantially dry, disposable personal care article suitable for both cleansing and conditioning, said article comprising:

a) a water insoluble substrate comprising:

1) a batting layer comprising a composite material; and

2) a nonwoven layer which is disposed adjacent to said batting layer;

b) a cleansing component disposed adjacent to said batting layer, wherein said component comprises from about 10% to about 1000%, by weight of the water insoluble substrate, of a lathering surfactant; and

c) a therapeutic benefit component, disposed adjacent to said water insoluble substrate, wherein said component comprises from about 10% to about 1000%, by weight of the water insoluble substrate, of a therapeutic benefit agent.

34. A method of cleansing and condition skin and hair, said method comprising the steps of:

a) wetting the article of Claim 33;

b) contacting the skin or hair with the wetted article.

35. A personal care kit comprising the article of Claim 1 and an additional article which comprises a substrate and a therapeutic benefit component.

36. A personal care kit comprising the article of Claim 27 and an additional article which comprises a substrate.